

- Teams are working on industry and PM comments on the FDA's regulations.
- A comprehensive mobilization plan has been developed in coordination with PM USA and WRA.
- In response to the FDA's assertion of jurisdiction over tobacco, the industry filed suit on Aug. 10. The government has 60 days to respond. The case has been assigned to Judge Osteen. We are aggressively pursuing strategies on the legal, scientific, communications, and political fronts designed to continue our efforts to prevent youth access, and defeat FDA jurisdiction.

Note for Woodward, Ellis

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From: Merlo, Ellen  
Date: Fri, Oct 13, 1995 3:10 PM  
Subject: RE: FDA MATERIALS  
To: McCormick, Brendan  
Cc: Woodward, Ellis

WE ARE HAVING A MEETING ON MONDAY TO DISCUSS OUR MOBILIZATION EFFORTS. I WOULD LIKE A SET OF THE MATERIALS TO DISCUSS AND THEN WILL GIVE YOU INSTRUCTIONS ON HOW TO PROCEED.

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From: McCormick, Brendan on Fri, Oct 13, 1995 3:05 PM  
Subject: FW: FDA MATERIALS  
To: Merlo, Ellen  
Cc: Kiley, Debbie; Laufer, David; Slavitt, Josh; Woodward, Ellis

Debbie has compiled all of the clips, separated by state. We can keep the files in USA and provide state-specific articles upon request or we can forward the entire set of files to WRA to manage. Let us know how we should handle.

Josh can provide more information on the marketing expert request.

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From: Merlo, Ellen on Tue, Oct 10, 1995 9:41 AM  
Subject: FDA MATERIALS  
To: McCormick, Brendan  
Cc: Coughlin, Mary; Daragan, Karen; Firestone, Marc; Keane, Denise; Laufer, David; Murphy, Virginia; Nicoli, David; Parrish, Steve; Walls, Tina; Woodward, Ellis

IN OUR STEERING COMMITTEE MEETING THIS MORNING, TWO ISSUES WERE RAISED THAT I THINK YOU CAN HELP WITH IN GATHERING INFORMATION.

FIRST OFF, CAN WE DO A SEARCH OF OUR DATABASE AND/OR NEXUS LEXUS TO FIND THAT NAMES OF YOUTH ISSUE EXPERTS. THESE CAN BE ACADEMICIANS, LAW ENFORCEMENT, PSYCHOLOGISTS, ETC., WHO HAVE WRITTEN ABOUT WHAT MOTIVATES YOUTH.

THE SECOND REQUEST IS TO PULL TOGETHER ALL THE POSITIVE ARTICLES THAT HAVE APPEARED SINCE THE PRESIDENT ANNOUNCED HIS SUPPORT FOR FDA REGULATION, PLUS ANY POSITIVE ARTICLES SURROUNDING OUR ANNOUNCEMENT OF AAA. THE ARTICLES SHOULD BE SORTED BASED ON THE STATE OR ORIGIN -- NATIONAL ARTICLES KEPT IN A SEPARATE PILE.

THE THOUGHT HERE IS TO ENCLOSE COPIES OF THE ARTICLES IN LETTERS SENT BY OPINION LEADERS TO MEMBERS OF CONGRESS, ETC.

BOTH OF THESE PROJECTS ARE HOT, SO PLEASE MAKE THEM A PRIORITY. OF COURSE, I AM AVAILABLE TO DISCUSS IN DETAIL.

Note for Woodward, Ellis

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From: Folie, Mike  
Date: Fri, Oct 13, 1995 3:18 PM  
Subject: NY FDA Ltrs  
To: Portnoy, Sharon  
Cc: Eiger, Randall; Ramsay, Jim; Woodward, Ellis  
File(s): FDA Ltr/Broad-based Biz Assn; FDA Ltr/Local Administrator; FDA Ltr/Local Legislator; FDA Ltr/NY Trade Assn.; FDA Ltr/Retailer; FDA Ltr/state legislator; FDA Ltr/Tob-Specific Trade Org; FDA Ltr/Wholesaler

Sharon, enclosed are drafts of eight variations we've worked up for state-specific NY letters to the FDA Docket. This does not include the Natole [Sp?] letter sent earlier. Let us know if you need revisions or more letters. M

Note for Woodward, Ellis

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From: Wilson, Christine  
Date: Fri, Oct 13, 1995 3:24 PM  
Subject: MSF Itinerary  
To: Han, Vic; Woodward, Ellis  
Cc: Kram, Caroline; Moore, Mary Ellen  
File(s): BuenosAires/SanPaol (Converted)

Enclosed is Marc's itinerary for next week.

Note for Woodward, Ellis

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From: Poole, Jay  
Date: Fri, Oct 13, 1995 3:41 PM  
Subject: TI Grower Activities  
To: burns, jim; Coughlin, Mary; Laufer, David; Nicoli, David; Scott, Gregory; sykes, larry; Woodward, Ellis

Pursuant to our farmer PR plans, the best person that TI's got, has already been doing some good things.

Walter Woodson has contacted all the Presidents of the 6 major Tobacco-producing State Farm Bureaus and has gotten them to agree to send out an op-ed on FDA jurisdiction to every newspaper in their respective states. His request that the manufacturers provide someone - aka Jay Poole, Walter Woodson, Greg Scott, Murray Jones, etc - to each their respective annual meetings has also